

Back in time to 2003- top songs were Jenny from the Block by J Lo, In da club by 50 cent, Saddam Hussein was captured, DVD rentals- Daddy Day Care, Finding Nemo. Worked at big video rental chain Lackluster but with more B's .—ok if in back, but then had to start doing Sales—Rewards program. Pay around 20 bucks for “a years worth of rentals” —but didn’t include new releases, and in the end maybe you’re saving a couple of bucks. Went back to college- career stuff- sales//Similar Goals- person wants to quit smoking, prop mgr wants to save money, we want people to be healthy and create policy change



A distinction must
be made...



Iowa Department of Public Health
Promoting and Protecting the Health of Iowans

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IOWA HOME-FOCUS HOUSING POLICY ASSESSMENT

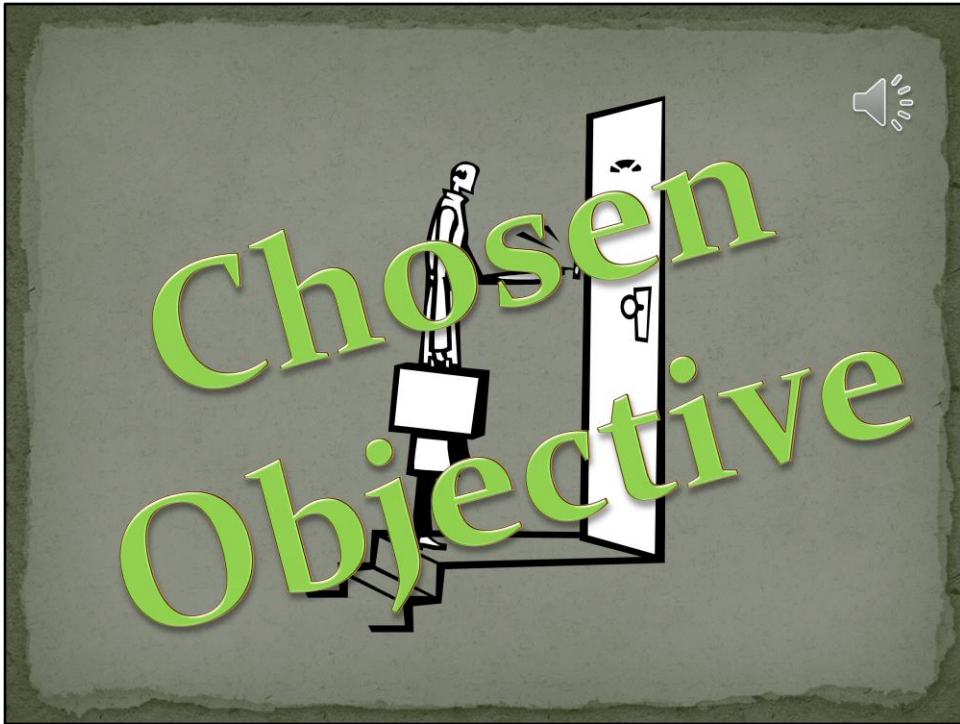
Goal 1: _____
Community Transformation: _____

Community Partnership: _____

County: _____

Completed by: _____ Date Assessment Done: _____

Required Activity





Internet (good/bad), ask cities or housing authority directly, ask apartment associations??, keep goal in mind, don't worry about exhaustive list of props



Best messages to use when talking about adopting SF policy: money, market demand, health, money.
Be Polite/ do your research



Join or present for various organizations whenever you can, get your name and your mission out there

Use existing connections/network (my presentation to apt association in iowa city – old landlord)

Follow up and Keep at it!

Direct mail

Letter to the editor/advertising



You get them to agree to policy change. But what do you do then?



No surveymonkey!!



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Apartment photo credit: Sujit kumar